

**REMARKS**

Dependent claim 11 is cancelled without prejudice.

Independent claims 1, 21 - 23 are amended above to require use of purchased data which is grouped or keyed to presenting a lifestyle or lifestage view of said user. Support is found in Applicant's Specification page 12 lines 1 - 5.

Claims 1, 21 - 23 are also amended above to require delivering an opportunity by creating a vision of a supplier's core competencies based on said constraints of said point of contact, said profiled past, and said current actions, and developing said opportunity consistent with said vision by merging together and optimizing said vision with said supplier's channel awareness. Support is found in Applicant's Specification page 14 lines 12 - 19.

No new matter is entered and Applicant respectfully requests entry of such amending.

Claims 1 - 4, 6 - 9, 11 - 18, 20 - 23 stand rejected under 35 U.S.C. 102 (b) as anticipated by Haitsuka (U.S. Patent 6,366,298). However, as amended above, claim 1 requires retrieving a profiled past having purchased data grouped or keyed to presenting a lifestyle or lifestage view of said user. Haitsuka does not describe use of purchased data in a profiled past and in particular does not describe or suggest use of purchased data which is so keyed to presenting a lifestyle or lifestage view. Haitsuka, therefore, does not anticipate claim 1 for this reason.

Claim 1 also requires delivering an opportunity by creating a vision of a supplier's core competencies. Haitsuka does not describe or suggest creating a vision at all, much less creating a vision of a supplier's core competencies. Furthermore, claim 1 also requires the opportunity be developed consistent with said vision, by merging together and optimizing said vision with said supplier's channel awareness. Again, Haitsuka dose not describe or suggest developing an opportunity in this way. Claim 1 is therefore also allowable over Haitsuka for this reason and such allowance is urged.

Independent claims 21 - 23 are amended above to include the same limitations as claim 1 and are therefore allowable over Haitsuka for the same reasons.

All of the remaining claims are dependent directly or indirectly on allowable claim 1 and are therefore allowable.

Applicant respectfully requests withdrawal of the rejection under 35 U.S.C. 102(b) and allowance of all of the claims remaining in this application.

The rejection of claim 5 under 35 U.S.C 103(a) is moot in view of the above arguments. Withdrawal of the rejection is urged.

The Application is deemed in condition for allowance and such action by the Examiner is urged. Should differences remain, however, which do not place one/more of the remaining claims in condition for allowance, the Examiner is requested to phone the undersigned at the number provided below for the purpose of providing constructive assistance and suggestions in accordance

with M.P.E.P. Sections 707, 707.07(d) and 707.07(j) in order that allowable claims can be presented, thereby placing the application in condition for allowance without further proceedings being necessary.

Respectfully submitted,

Dated: 01/24/05

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